

U. S. Agricultural Trade Office

Oficina Agro Comercial USA

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Dear Food Industry Executive:

On behalf of the **U.S. Agricultural Trade Office (ATO), Overseas Trade Support Branch** and **ZIGMA EXHIBITS, S.C.** we are pleased to endorse the 9th International Show for the Hospitality Industry, **REST HOTEL ABASTUR 2008**, Mexico City's largest and most prestigious show targeting the country's rapidly growing hotel, restaurant and food service industry (HRI).

At **REST HOTEL ABASTUR '07**, over 21,000 key contacts from the hospitality industry, including, hotels, restaurants, industrial cafeterias, bars, and discos visited the show. **REST HOTEL ABASTUR 2008**, which will take place **September 11-13, 2008 at the Banamex Convention Center in Mexico City**, is expected to be an even greater success. If you are interested in showcasing your company's products at the hospitality industry's most important exhibition in Mexico City this show is for you.

Complete background information on the show, including booth costs, a lay-out of the U.S. Pavilion and a registration form for reserving booth space are enclosed. **NOTE: The registration form, alone, will not reserve your space, so please fill out the enclosed form and return it along with a U.S. dollar check payable as indicated in the U.S. PAVILION BOOTH APPLICATION form no later than July 25, 2008.**

Join us at **REST HOTEL ABASTUR 2008** in promoting the finest selection of top-quality U.S. food and service industry products available in the marketplace. Booth space in the U.S. Pavilion is limited, so please send in your registration form and your check today.

The recruitment process for the U.S. Pavilion will be done by **ZIGMA EXHIBITS, S.C.** so please send all information to the attention of Miriam Ramirez, ZE's contractor.

If you have any questions about **REST HOTEL ABASTUR 2008**, please contact the following:

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Sincerely,

Valerie Brown-Jones

Acting Director
Attachments